



GDPR explained

The Hideout

THE.HIDEOUT

thehideout.co.uk

How is your email marketing and website affected?

GDPR is coming. From 25th May 2018, all the data you hold on customers must be compliant with GDPR as well as the processes that you use to collect, record, store and process that data.

To help make sure your email marketing program and website is compliant before the deadline, we've put together this explainer outlining the required changes you need to make - mainly, how you collect data and how people on your website consent to their data being used.

If you use Broadcast or Campaign Monitor, the first half of this guide - the consent process - will be applicable to you.

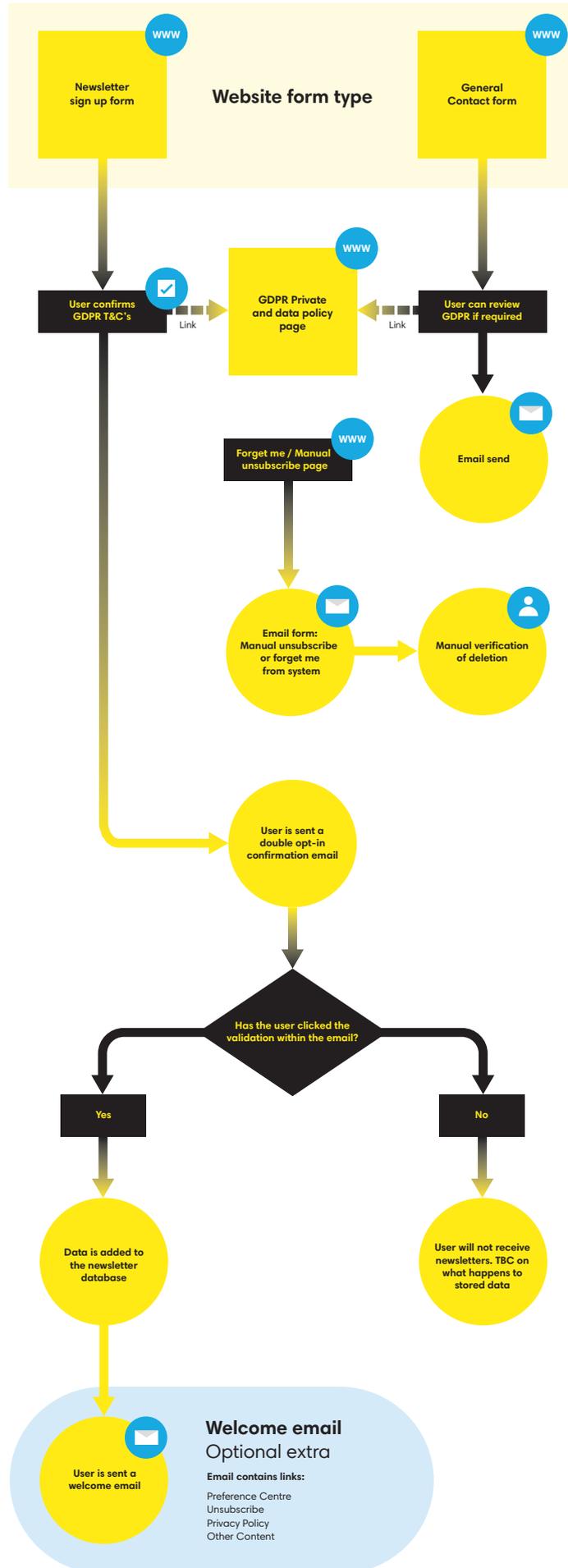
If you don't and you just have a website with us, please skip to **Collecting Data** near the end of the document.

If you have both, please read the whole document.

It's worth noting here that for B2B companies, the rules are a little less stringent. You will be able to continue using data for people that have not specifically opted in, as long as it's simple for them to opt out and they understand exactly what their data is being used for.

However, we recommend updating your processes, regardless of whether you consider your data to be B2B or B2C.







The email consent process

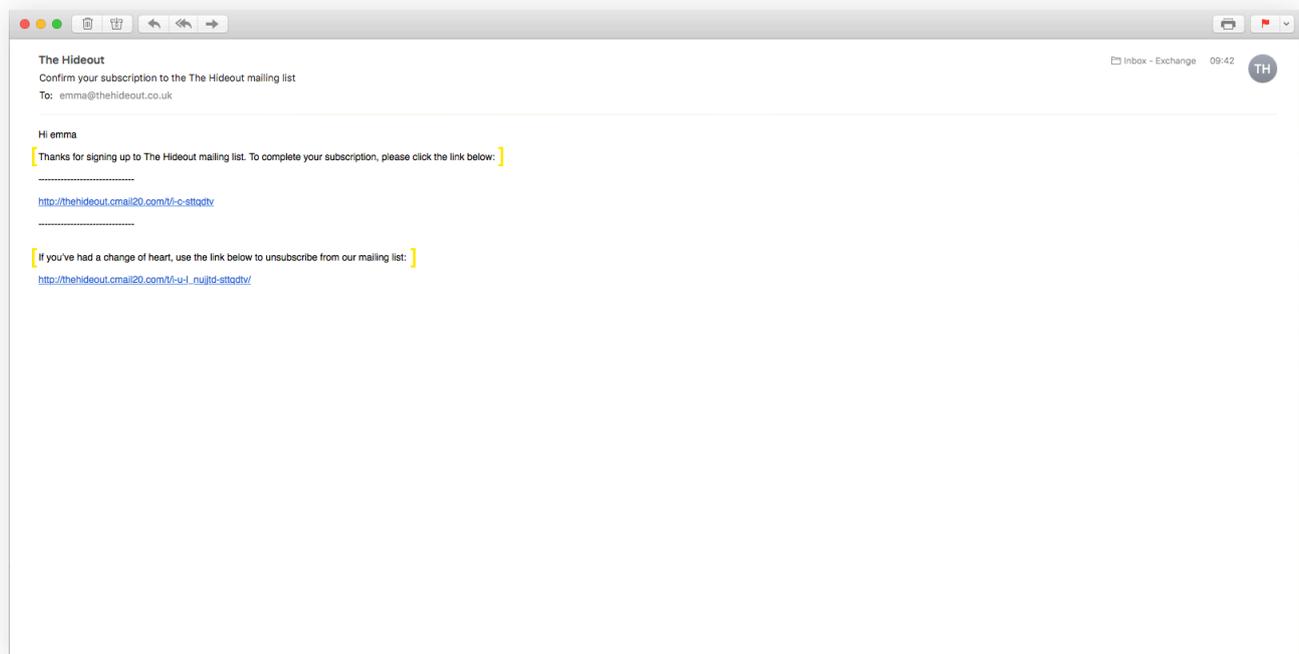
Double opt-in

Broadcast and Campaign Monitor provide the option to implement a double opt-in process for anyone signing up to your mailing list.

It basically means that after signing up to your mailing list using the form on your website, the user will be sent an email asking them to confirm their subscription.

This validates the individual has actually signed up and given consent to your business to have their data used to communicate with them.

Styling and formatting of these emails is currently unavailable but text changes can be made to the text above both the confirmation link and the unsubscribe link, indicated in the diagram below.



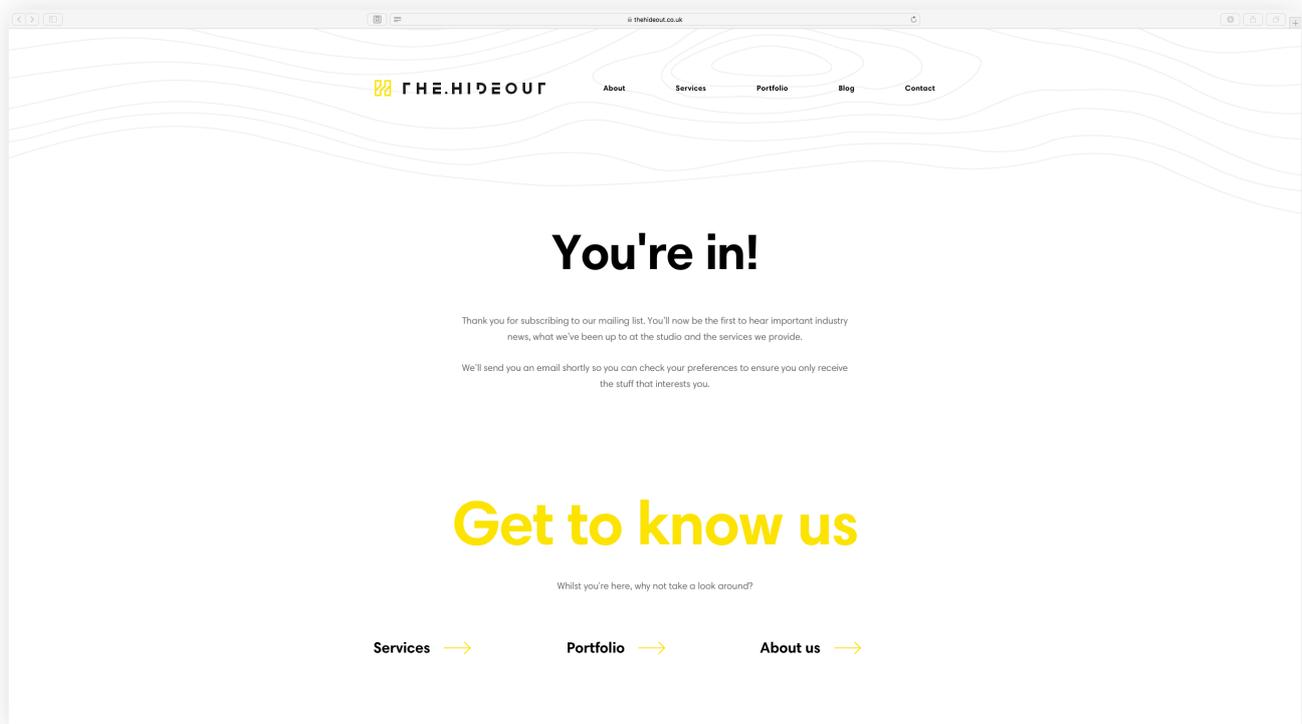
Confirmation message

As part of this double opt-in process, it's a good idea to confirm to the user that the subscription process has been completed.

This can be done with a generic thank you message which is generated by Broadcast or Campaign Monitor, or alternatively, if you want something more bespoke you simply create a landing page in the CMS and let us know the URL so we can update the system or if you would like help with that, we can create the page for you - something like this:

Summary of changes:

- **Set up of double opt-in email and confirmation message**
- **Optional add-on**
The Hideout to create confirmation message landing page



Welcome email

Once the user has confirmed their subscription, it's a good idea to send them a welcome email.

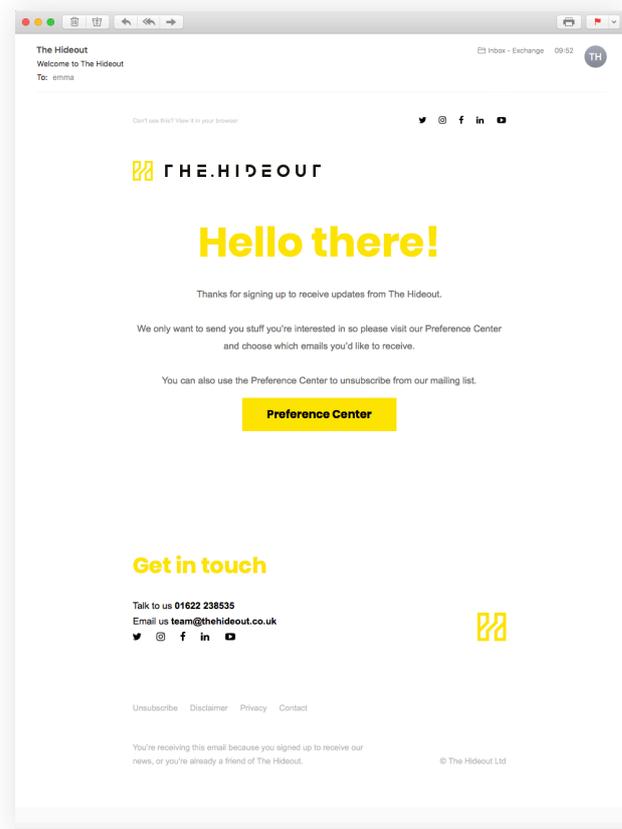
Here's an example of the one we're sending out. This is the perfect time to ask your mailing list to update their preferences so that they're only receiving communications they're interested in, therefore satisfying the requirement for granular consent.

Broadcast provides a basic HTML template which we can develop to include your branding and edited with your desired text.

Summary of changes:

- **Design and development of HTML template for the welcome email**

Please note: Automated emails such as this will use credits from your allowance. If you are on a pay-as-you-go plan, you will need to purchase credits in advance.



Preference Center

As part of the GDPR, customers must be able to freely and easily change their communication preferences.

To implement this, Broadcast and Campaign Monitor have a Preference Center where users will be able to change their preferences and also unsubscribe from your mailing list.

Here's what our Preference Center will look like - take a particular look at the segment options underneath the user's details. These can be set up using custom fields and rules. If you need support with this, please speak to your account manager and we can discuss this as a separate piece of work.

The text in yellow is editable.

Summary of changes:

- **Set up Preference Center**
- **Optional add-on:**
Review and set-up of custom fields and segments. Please contact your account manager to discuss this separately.

The screenshot shows the 'The Hideout Email Preference Center' form. At the top is the logo for 'THE.HIDEOUT'. Below the logo, the title 'The Hideout Email Preference Center' is displayed. A small instruction reads: 'Please use the form below to update your subscription details. Simply tick the boxes next to the emails you'd like to receive.' Below this, there are two lines of text: 'Unsubscribe: You can also unsubscribe from all our email communications by clicking the unsubscribe link at the bottom of the form.' and 'Forget Me: To remove your details from our records, complete the Forget Me form.' The form itself contains several input fields: 'First Name', 'Surname', and 'Email *' (with the value 'emma@thehideout.co.uk'). Below these is a 'Mailing List' section with a checked box for 'I want to receive ALL emails from The Hideout' and three unchecked options: 'Newsletter', 'Industry News', and 'Hideout services'. A green 'Save changes' button is located below the mailing list options. At the bottom of the form, there is an 'Unsubscribe' button followed by the text 'from all The Hideout emails'.

We know it's the American spelling - unfortunately this is restricted by the system.

Manual unsubscribe / forget me page

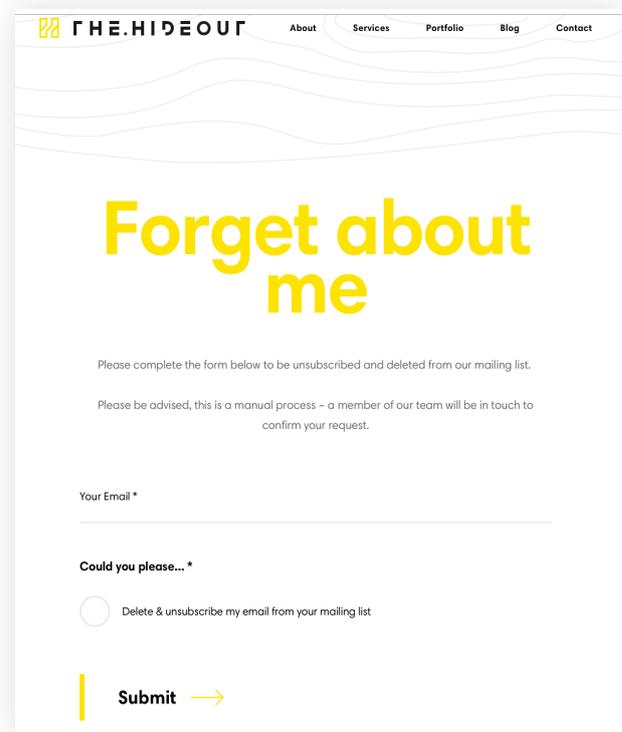
In addition to your Preference Center, we also advise setting up a bespoke landing page form on your website which allows users to be manually unsubscribed or be forgotten (which basically means, deleted) from your mailing list.

The email address supplied will then be sent to a particular team member and that person will be responsible for manually removing the user from the mailing list, or alternatively, deleting their details completely. You should follow up with that user to confirm their request has been carried out and keep a record yourself.

Here's an example of the page that will be going on our own website.

Summary of changes:

- **Create a bespoke landing page form for manual unsubscriptions and requests to be forgotten**



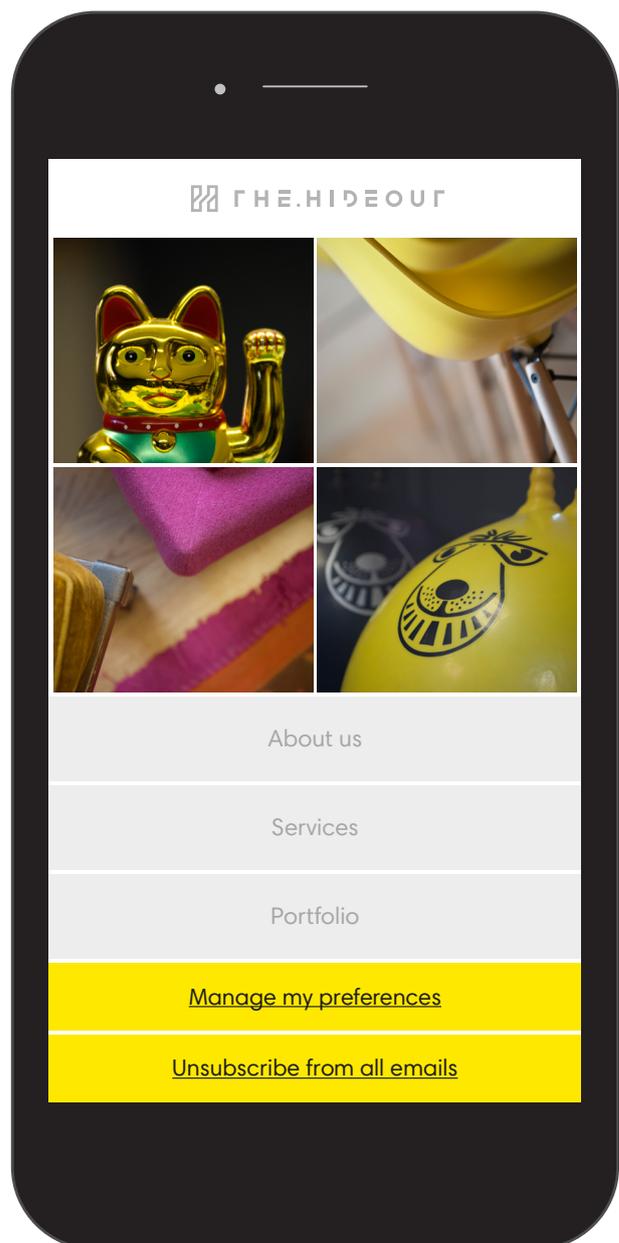
The screenshot shows a web page for 'THE.HIDEOUT' with a navigation menu (About, Services, Portfolio, Blog, Contact). The main heading is 'Forget about me' in large yellow text. Below the heading, there are two lines of text: 'Please complete the form below to be unsubscribed and deleted from our mailing list.' and 'Please be advised, this is a manual process - a member of our team will be in touch to confirm your request.' The form includes a text input field for 'Your Email *', a radio button for 'Delete & unsubscribe my email from your mailing list', and a 'Submit' button with a yellow arrow.

Update email template footer

And finally, another essential place to allow users to update their preferences or unsubscribe is in your email footer.

Summary:

- Update email footer to include 'manage my preferences' and 'unsubscribe' links

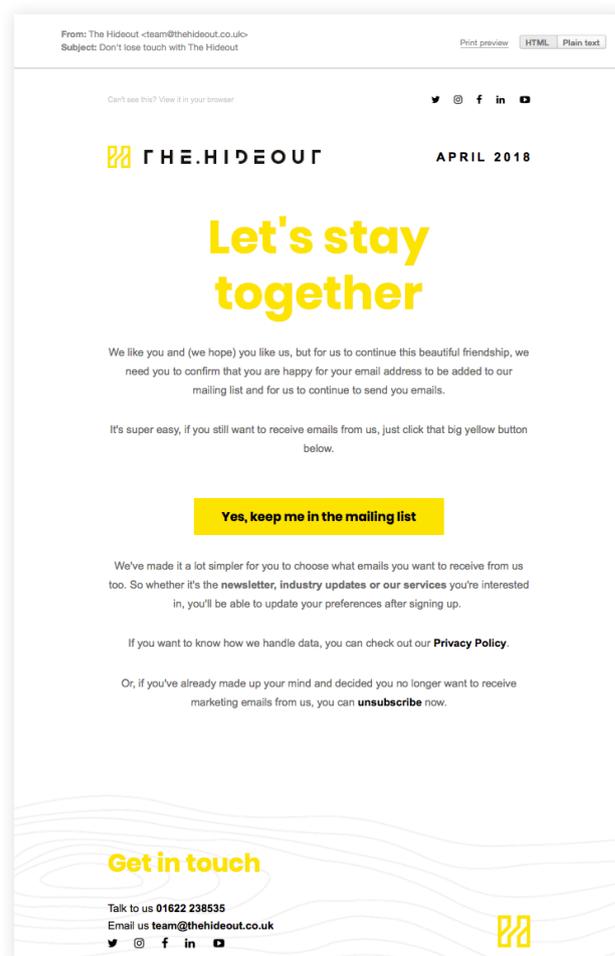


Re-engagement campaign

The GDPR doesn't only apply to sign-ups collected from 25th May, but also any data gathered before so it's a good idea to conduct a re-engagement campaign before the big day asking people to actively opt-in again unless you can confidently provide the following information on all of your data:

- **Who** has consented
- **When** did they consent
- **What** were they told at the time of consent
- **How** did they consent

We're going to send an email out to our existing mailing list asking them to confirm they want to be kept in and then we'll track the link so that anyone who hasn't clicked the link will be removed from our mailing list before the 25th May.



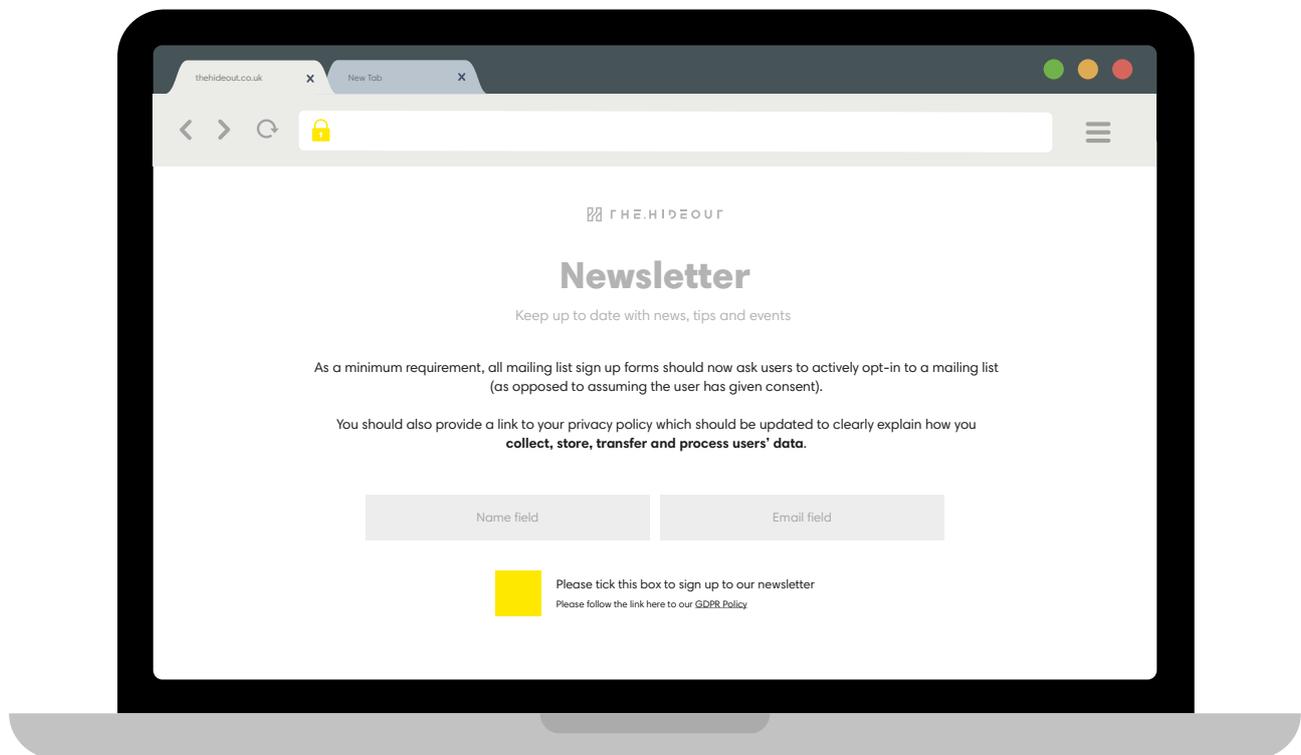
Re-engagement campaign

Another alternative way of obtaining consent from unqualified data is to send an email out asking those people to re-subscribe to your mailing list by completing a form.

We can support you in creating this campaign and send it out to your existing database.

Get in touch

If you would like to discuss any part of this process or require some more bespoke options for any of the elements listed above, please speak to your account manager on 01622 238535 or drop them an email.





Collecting data and consent

So that's the email process dealt with – now let's look at how you collect data on your website.

Mailing list sign up forms and contact forms

As a minimum requirement, all mailing list sign up forms should now ask users to actively opt-in to a mailing list (as opposed to assuming the user has given consent).

You should also be clear about why you are collecting data (such as marketing updates) and provide a link to your Privacy Policy which should be updated to clearly explain how you collect, store, transfer and process users' data.

You will also need to gather consent on any contact forms you may have as they collect personal data.

If you need help with the wording of your updated Privacy Policy, please seek advice from a legal or GDPR professional.

Newsletter

Keep up to date with news, tips and events

First name *

Surname *

Email *

Please tick this box to signup to our email mailing list.

Subscribe →

Please follow the link [here](#) to our GDPR policy

Cookie Consent

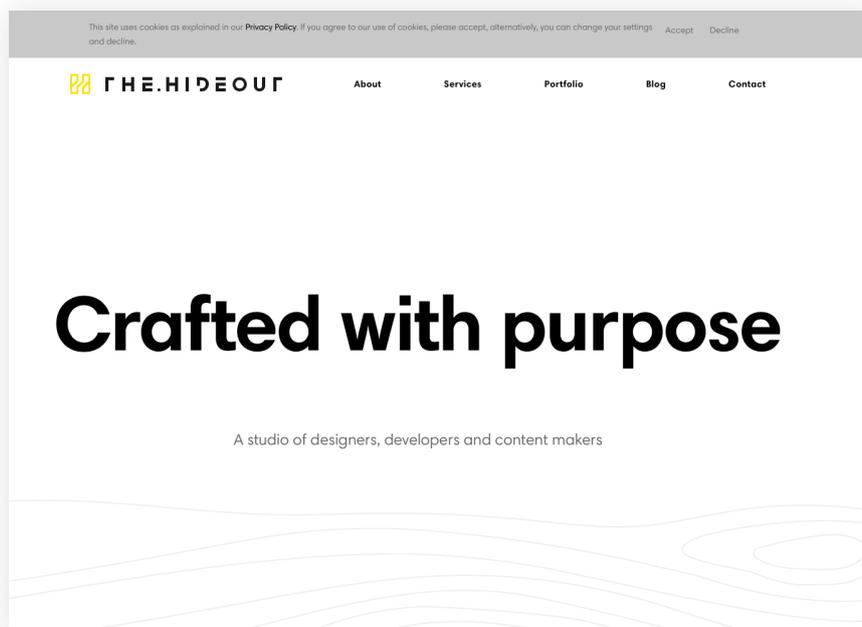
You may have noticed more and more that you're being asked to accept cookies when first landing on a site.

That's because under the GDPR, you are supposed to ask for consent for any cookies that track user activity by recording their IP address - Google Analytics for example. You do not need to ask for consent for cookies that are fundamental to how your site works (shopping baskets, user preferences, etc).

To be compliant, you should implement a cookie message to ask for consent and cookies should not be activated until consent is given/agreed.

Summary of changes:

- Cookie message implemented on the website



Keeping data safe

Any personal data that is collected and stored from your website on your CMS will need to be encrypted.

To implement the necessary changes, the process of collecting data will need to be updated so that the personal details are encrypted as it is submitted.

If this update to the process isn't implemented, then the functionality to store details on your CMS will need to be removed so any data provided on contact forms, for example, will be sent via email only, and not stored in the CMS.

Summary of changes:

- **Review personal data collected and encrypt it**

It is worth reviewing your internal policies on how you handle data in light of GDPR - a data or legal professional could give advice.



Disclaimer

We can help you to consider how to make your website and email marketing processes compliant with GDPR but this is not legal advice. If you need support, there are plenty legal and data privacy professionals who will be able to provide advice.

You should also consult the GDPR website for resources: eugdpr.org

All images are for illustrative purposes only.



Terms

Terms

On acceptance of our quotation you are providing acceptance to our general terms and conditions and our supplementary service related terms which are available on our website - thehideout.co.uk/terms

How to pay

Bank transfers quoting the invoice number/s. Remittance can be sent to accounts@thehideout.co.uk along with any invoice queries.

VAT

All costs exclude VAT.



Questions?

Talk to us 01622 238535

Email us team@thehideout.co.uk

THE.HIDEOUT

thehideout.co.uk